

## Message Text

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ORIGIN EA-10

INFO OCT-01 ISO-00 PM-03 NSC-05 SP-02 SS-15 RSC-01 CIAE-00

DODE-00 INR-05 NSAE-00 PA-01 USIA-06 PRS-01 AID-05

/055 R

DRAFTED BY EA/VN:JRBULLINGTON/RHWENZEL:BK

APPROVED BY EA:RHMILLER

PA: WSTUBBS

S/P:DPIKE

EA/P:WMAGRUDER

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R 071756Z DEC 74

FM SECSTATE WASHDC

TO AMEMBASSY SAIGON

CINCPAC HONOLULU HI

C O N F I D E N T I A L STATE 269216

CINCPAC FOR POLAD - PASS TO HABIB AND MARTIN

E.O. 11652: GDS

TAGS: PINS, MILL, VS

SUBJECT: VIETNAM PUBLIC AFFAIRS

REF: A. SAIGON 14483; B. SAIGON 14644

1. WE SHARE YOUR CONCERN OVER THE TRAGIC INCIDENT IN QUANG NAM AND THE FACT THAT TOO LITTLE PUBLIC ATTENTION FOCUSES ON CONTINUING TERRORISM BY THE VIETNAMESE COMMUNISTS. (YOU MAY RECALL THAT AT THE TIME OF THE CAI LAY INCIDENT WE SOUGHT TO STIMULATE PUBLIC ATTENTION ON THE INCIDENT, WITH THE ASSISTANCE OF THE AMERICAN SECURITY COUNCIL, WITH VERY LITTLE SUCCESS.) WE ALSO SHARE THE OBJECTIVE BEHIND THE PAPER ON MORALE IN SVN, TRANSMITTED IN REF B.

2. IN GENERAL, WE BELIEVE THAT THE GVN MUST INCREASINGLY  
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SHOULDER THE BURDEN OF TELLING ITS OWN STORY INTERNATIONAL-

LY, INCLUDING CALLING PUBLIC ATTENTION TO CONTINUING COMMUNIST TERRORISM IN SOUTH VIET-NAM. WE REMAIN PREPARED TO SUPPORT GVN EFFORTS WHERE THIS WILL CONTRIBUTE TO OUR POLICY OBJECTIVES, SINCE WE RECOGNIZE THAT THE GVN'S RESOURCES ARE LIMITED AND THAT IT DOES NOT HAVE ADEQUATE ACCESS TO IMPORTANT OPINION MOULDERS IN THE US AND ABROAD. USG EFFORTS TO SUPPORT THE GVN CAN OF COURSE INCLUDE CAREFULLY SELECTED EFFORTS TO CALL ATTENTION TO SUCH INCIDENTS

AS THE RECENT ONE IN QUANG NAM, AND WE WILL DO WHAT WE CAN IN THIS REGARD.

3. WE ALSO BELIEVE AS A GENERAL RULE THAT USG PUBLIC AFFAIRS EFFORTS ON VIET-NAM SHOULD BE CONFINED TO SELECTED KEY ISSUES THAT ARE SPECIFICALLY ASSOCIATED WITH CONTINUING US INTERESTS THERE: E.G., THE NEED FOR ADEQUATE MILITARY AND ECONOMIC AID PROGRAMS FOR SOUTH VIET-NAM; OUR OBLIGATION AS A PRINCIPAL SIGNATORY OF THE PARIS ACCORDS TO SUPPORT THOSE ACCORDS AND TO ENGAGE IN DIPLOMATIC EFFORTS IN SUPPORT OF THIS OBLIGATION; DIPLOMATIC AND PUBLIC AFFAIRS SUPPORT AS APPROPRIATE AND NECESSARY FOR GNV EFFORTS TO TELL ITS OWN STORY; DIPLOMATIC EFFORTS TO PREVENT THE PRG FROM INCREASING ITS INTERNATIONAL STANDING. MOUNTING CAMPAIGNS TOO FREQUENTLY ON TOO MANY ISSUES COULD, IN OUR VIEW, STIMULATE REDOUBLED HOSTILE PROPAGANDA EFFORTS AND COULD DULL MEDIA AND PUBLIC RECEPTIVITY AND INTEREST. BY PICKING AND CHOOSING ISSUES FOR PUBLIC AFFAIRS EXPLOITATION THAT ARE DIRECTLY RELATED TO OUR OWN INTERESTS, WE BELIEVE WE MIGHT FOCUS THE PUBLIC DIALOG HERE ON VIET-NAM MORE NARROWLY AND MORE EFFECTIVELY, THEREBY REDUCING THE INTENSITY AND EFFECTIVENESS OF OPPOSING PROPAGANDA (E.G., THE INDOCHINA RESOURCES CENTER'S STANDARD FARE), AND ENHANCING PUBLIC CONFIDENCE IN THE USG'S RATIONALE FOR CONTINUED SUPPORT TO VIET-NAM. WE WOULD HOPE THIS WOULD CONTRIBUTE TO INCREASED PUBLIC SUPPORT FOR CONGRESSIONAL ACTION TO PROVIDE ADEQUATE AID LEVELS TO VIET-NAM, AND, INCIDENTALLY, TO INCREASE RESPECT FOR AND CONFIDENCE IN THE GVN AS AN INDEPENDENT ENTITY CAPABLE OF TELLING ITS OWN STORY ABOUT ITS OWN INTERNAL AFFAIRS.

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4. WE WOULD WELCOME YOUR REACTION TO THIS APPROACH. KISSINGER

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PUBLIC DISCLOSURE, COMBAT CASUALTIES, COMMUNISTS, TERRORISTS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 07 DEC 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** CunninFX  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Source:** CORE  
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**Enclosure:** n/a  
**Executive Order:** GS  
**Errors:** N/A  
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**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:**  
**Previous Classification:** CONFIDENTIAL  
**Previous Handling Restrictions:** n/a  
**Reference:** A. SAIGON 14483; B. SAIGON 14644  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** CunninFX  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 02 MAY 2002  
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**Review History:** RELEASED <02 MAY 2002 by elyme>; APPROVED <25 MAR 2003 by CunninFX>  
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**Review Referrals:** n/a  
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**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** VIETNAM PUBLIC AFFAIRS  
**TAGS:** PINS, MILI, VS, VN  
**To:** SAIGON CINCPAC HONOLULU HI  
**Type:** TE  
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